

## **Muslim Consumers' Attitudes toward the Advertisement of Non-certified Coffee Shops**

*(Sikap Pelanggan Muslim terhadap Iklan Kedai Kopi yang tidak Disijilkan)*

Shaizatulaqma Kamalul Ariffin  
(Graduate School of Business, Universiti Sains Malaysia)  
Khairul Anuar Mohammad Shah  
(School of Management, Universiti Sains Malaysia)  
Ishak Ismail  
(Faculty of Industrial Management, Universiti Malaysia Pahang)

### **ABSTRACT**

*In Malaysia, the Halal logo and certification has a significant religious cue that might peripherally generate a favourable attitude towards advertisement among Muslims. Prior findings have stated that Islamic religious symbol influenced Muslim consumers' favourable attitude towards the advertising. Advertisements that portray value positions consistent with the intended consumers are likely to be more influential than advertisements that portray inconsistent values. This study intends to examine the relationship of consumers' attitude functions (utilitarian, value-expressive, ego-defensive, knowledge), attitude towards advertising and purchase intention toward non-certified coffee shops amongst Muslim Postgraduate students in Malaysia. This study applied the Functional Theory of Attitudes to support this framework. Data were collected through self-administered surveys and a total of 242 usable responses were accepted for the purpose of this study. The results of this study show that the value expressive and utilitarian propositions significantly influence consumers' attitudes toward the advertisement of non-certified coffee shops, whereas attitude towards advertising has a significant impact on purchase intention.*

*Keywords: Attitude functions; attitude towards advertising; purchase intention; consumer behaviour*

### **ABSTRAK**

*Di Malaysia, logo Halal mempunyai petanda agama yang boleh melahirkan sikap suka terhadap iklan dalam kalangan orang Islam. Kajian terdahulu telah menemukan simbol keagamaan mempengaruhi sikap suka terhadap iklan. Nilai iklan yang selari dengan nilai diri seseorang akan mudah mempengaruhi sikapnya berbanding dengan nilai yang tidak selari dengan dirinya. Kajian ini ingin mengkaji hubungan di antara perletakan nilai pengguna (utilitarian, nilai ekspresif, ego-pertahanan, pengetahuan), sikap terhadap iklan dan keinginan membeli terhadap kedai kopi yang tidak disijilkan ke atas pelajar pascasiswazah yang beragama Islam di Malaysia. Kajian ini menggunakan "Teori Fungsional Sikap" (Functional Theory of Attitudes) untuk menyokong rangka kerja. Data dikumpul menerusi tinjauan kaji selidik dan 242 respon telah diterima untuk tujuan kajian ini. Hasil kajian menunjukkan bahawa dua fungsi perletakan nilai: nilai ekspresif dan utilitarian berkadar langsung mempengaruhi sikap pengguna terhadap iklan kedai kopi yang tidak disijilkan. Manakala, sikap terhadap iklan mempunyai kesan penting terhadap keinginan membeli.*

*Kata kunci: Perletakan nilai; sikap terhadap iklan; keinginan membeli; perlakuan pengguna*